

Abstract of the Disclosure

A system for collecting program data from television systems is provided. The program data is collected at a main facility that distributes the
5 program data to television distribution facilities for use in passive or interactive electronic television program guides. The system allows personnel at television station office computers to access a database of program data maintained at the main
10 facility and to construct program schedules electronically using this database. The system error checks the program schedules in real time as they are constructed. The system allows reports, such as ad trafficking reports for use by television station
15 personnel, to be generated based on the program schedule of a given television system.